

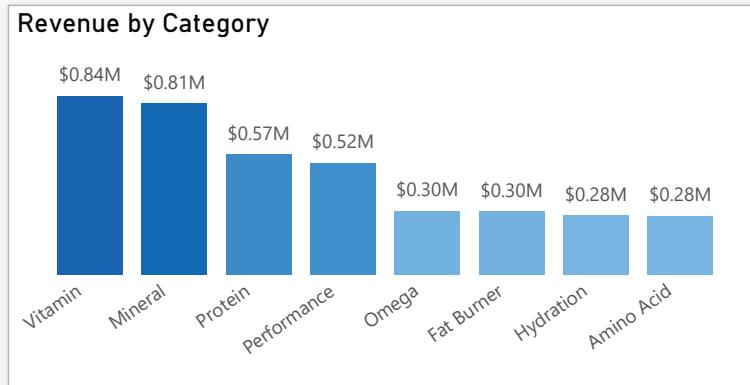
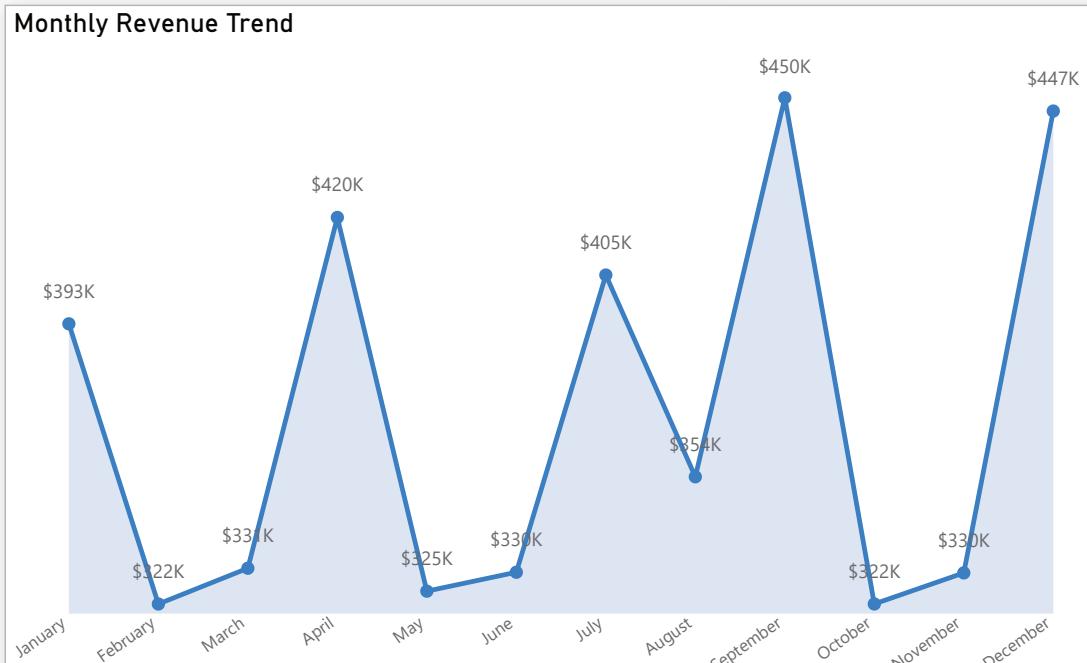
## Supplement Sales Analytics | Executive Overview

Location ▼  
All ▼

Year ▼  
2024 ▼



#### Monthly Revenue Trend



#### Revenue by Location



## Supplement Sales Analytics | Product & Category Performance

Platform  All

Year  2024

**Best Seller**  
**Ashwgandha**  
8,079 units

**Highest Revenue Product**  
**Biotin**  
\$313,898.58

**Best Platform**  
**iHerb**

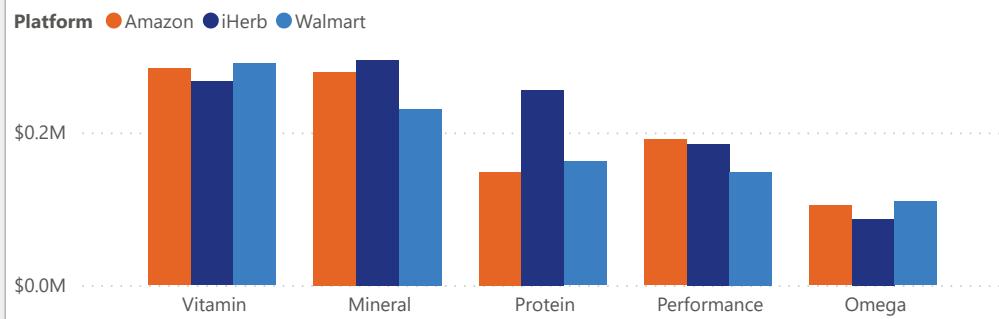
### Top Products by Revenue



### Revenue Share by Category



### Category Performance by Platform



### Product Performance Table

Product Name	Revenue	Units Sold	Return Rate %	Avg Discount
Biotin	\$313,899	8,023	1.00%	10.69%
Fish Oil	\$300,691	7,948	1.06%	11.87%
Green Tea Extract	\$296,977	7,933	0.93%	12.54%
Iron Supplement	\$288,302	8,040	1.12%	12.54%
Whey Protein	\$285,525	7,975	1.20%	12.99%
Multivitamin	\$283,191	7,871	1.09%	14.06%
Total	\$4,429,367	127,707	1.04%	12.73%

# Supplement Sales Analytics

## Risk & Operational Insight

Platform: All

Location: All

Year: 2024

Return Rate %  
**1.04%**

Highest Return Rate Product  
**Pre-Workout**  
1.23%

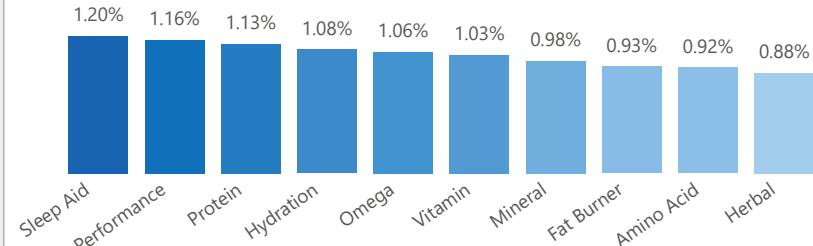
Riskiest Platform  
**iHerb**  
1.07%

Riskiest Location  
**UK**  
1.11%

High Risk Products Table

Product Name	Revenue	Returns	Return Rate	Avg Discount
Pre-Workout	\$268,255	99	1.23%	11.80%
Whey Protein	\$285,525	96	1.20%	12.99%
Melatonin	\$268,558	96	1.20%	13.49%
Iron Supplement	\$288,302	90	1.12%	12.54%
Creatine	\$256,288	88	1.09%	12.88%
Multivitamin	\$283,191	86	1.09%	14.06%
Electrolyte Powder	\$278,809	87	1.08%	13.65%
Fish Oil	\$300,691	84	1.06%	11.87%
Collagen Peptides	\$280,969	84	1.05%	11.59%
Magnesium	\$242,139	83	1.04%	13.61%
Vitamin C	\$244,134	79	1.01%	14.58%
Biotin	\$313,899	80	1.00%	10.69%
Green Tea Extract	\$296,977	74	0.93%	12.54%
BCAA	\$276,507	73	0.92%	12.99%
Ashwagandha	\$269,952	71	0.88%	11.55%
Zinc	\$275,170	62	0.78%	12.89%
<b>Total</b>	<b>\$4,429,367</b>	<b>1,332</b>	<b>1.04%</b>	<b>12.73%</b>

Return Rate by Category



Discount vs Return Risk

